

## ABSTRACT

An Internet based broadcasting system manages the insertion of advertisements and other messages into multiple broadcasts of live sporting events and other types of broadcasts. The insertion of advertisements and other messages is governed by program logs generated by a traffic system, signals extracted from the broadcasts themselves, and signals received from producer systems. The traffic system facilitates the marketing of advertising opportunities for the multiple broadcasts packaged in a variety of ways. The broadcasts are received by tuner systems that are automatically downloaded and installed on user's computers. The tuner systems can download and display demographically selected multimedia advertisements, banner advertisements, and a variety of messages that may be called for by the producer systems, which may be wireless portable computers that can be carried to sports events or other broadcasts by the producers of the broadcasts.